

**PLVC COMMUNICATIONS' COMMITTEE**  
**10/29/20**  
**Minutes**

Attendees: Rita Garcia , Mike Towner, Jim Moffitt, Tom Sprandel, and Anna Moffitt

1. Rita opened the meeting and asked each team member to discuss their interests and background. Committee members have various backgrounds in communication and/or connections to various communities within Port Ludlow.
2. Reviewed the proposed Email Communication Process and agreed on recommending the following process to the Board:
  - A. Emails directed to the Village Council through the website and responses to E-Blasts other means will be directed to the Communications' Chair.
  - B. An auto-response was discussed to let residents know that their message has been received, but there were both pros and cons and the committee did not adopt the idea.
  - C. Chair will cc correspondence as an FYI to President and Vice President of the Board.
  - D. Email correspondence will then be assigned to the appropriate Committee Liaison who will manage the correspondence to completion, and copy the Communications' Committee Chair in their response and/or provide the email thread of the final resolution. If the final response is via phone, an email should be forwarded to the Committee Chair giving a brief recap of the resolution concerning the correspondence who will then cc the President and Vice President.
  - E. Liaisons will provide a recap of the correspondence at our monthly Board Meeting.
  - F. The Communications' Chair will track all email directed correspondence.
  - G. Email received will be stored in Google drive by the Communications' Chair.
3. Discussed the committee's Mission statement. Mike, without help from a committee, previously put together a mission statement. As a committee, we need to now craft a statement that represents all of our thinking.
4. In discussing what needs to be included in the Mission statement, the issue came up about the difficulties in sharing with the community work that is on-on going and dependent on other organizations for their decisions. Community members may think that PLVC isn't working on important issues even though work has been going on for a long time, but final decisions or processes haven't been finalized as they are dependent on decisions that have to be made by other organizations (such as the county or PLA). While we want to be proactive in communication, we also have to be careful to communicate only as we are certain it is not subject to change.
5. Agreed that words or ideas such as *accuracy, conciseness, transparency, verifiable, proactive, useful*, etc. should be included in the Mission in more current "marketing" terms.

6. Committee members should forward their thoughts to Mike regarding what should be included in the Mission statement by next Thursday, 11/12. Mike will draft a Mission statement before the next meeting. May include more than one version of the Mission statement to choose from.
7. The Mission statement will drive long and short term goals. Short term goals are those that we expect to accomplish during 2021. Accomplishment of long term goals will take longer than 2021.
8. Discussed possible short term goals to present to the Board, include:
  - A. Set up viable communication processes
  - B. Put list of clubs and organizations on the website
  - C. Update website – review after current update and decide if that is adequate. How do we coordinate with other stakeholders and other organizations within Port Ludlow so our communications are value-added and not redundant
9. A possible Long term goal might be setting up a new method of communication modeled after BBC News where news flashes would be sent out to residents with links to articles lined up on the website.
10. Discussed the website. Current platform is WordPress. Don't have to be a webmaster to maintain the website. Mike may become a backup person helping to keep the website up to date.
11. Recommended that Caleb be given some recognition for the work that he has done over the years for the website.
12. Rita was thanked for stepping up to lead the committee.
13. The next meeting is scheduled for 11/19 at 2:00 p.m.